Permit #F00027467-A

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00027467-A **Type of Permit:** FILMING **Release Date:** 05/04/2010

Production Company CURIOUS PICTURES

Insured Company Name CURIOUS PICTURES
Contact Phone No. 1 212-674-1400
Contact Phone No. 2 213-925-9050
Fax 212-674-0081
Address 440 LAFAYETTE ST, 6TH FLOOR
NEW YORK, New York 10003

Production Title VW WORLD CUP SOCCER

Type of Production Commercial - Standard

Producer Ayelet Weinerman

Director Shaym Madiraju

1st AD Steve Carmendy

Production Manager Robert Morales

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Chris Gutierrez
Primary Phone Mobile - 213-324-3183
Secondary Phone Office - 212-674-1400

Location Assistant Greg Campeau
Primary Phone Mobile - 818-383-0205
Secondary Phone

Fees

Posting 1200	$104.00
Posting 1800	$156.00
Notification Charge	$230.00
LA COUNTY - BEACH USE	$400.00
LA COUNTY - ROAD USE FEE	$299.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$342.00
LA CITY DEPT OF REC AND PARKS BASECAMP ONLY USE FEE	$450.00

Total Permit Fee $1,981.00

Number of Locations 1

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Summary Information — Location

Permit Number	F00027467-A	**Location Manager**	Chris Gutierrez
Production Company	CURIOUS PICTURES	Primary Phone	Mobile - 213-324-3183
Insured Company	CURIOUS PICTURES	Secondary Phone	Office - 212-674-1400
Production Title	VW WORLD CUP SOCCER		

Location Address 12501 Vista del Mar, Los Angeles, CA, 90293

Location Names DOCKWEILER BEACH

Location Type Beach

Location Description LOS ANGELES COUNTY BEACH

Film Dates 5/4/2010 - 5/4/2010 14:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
"Men Working Ahead" signs must be posted during activity on bike paths.
A minimum of 8 feet of vertical clearance must be maintained if flying cables over the bike path.
All travel lanes and bike lanes shall be closed per the WATCH manual.
Equipment vehicles may park on one side of street
Flagmen must be present if transferring equipment across bike path.
Must comply with attached Beaches and Harbors Conditions
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Vehicles larger than a gator may not be used to transport equipment across bike path.

Please see attached documents
Curious.VW.27476.DELREY.pdf
BEACHES and HARBORS DOCKWEILER BEACH CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	50
Cube Trucks	2
Generator	1
Motor Homes	2
Picture vehicles	2
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	50
Extras	5
Off-Duty/Retired LAPD Officer(s)	2
Rec & Park Monitor required	1

Filming Activities Exterior Dialogue; Exterior establishing shots; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard; 1 picture car on sand (crossing over and parked on bike path from Surf St - South 600') and near Tower 44; Access sand from Trolleyway Pl; Accessing and staging equipment on County service road (from Surf St - South 600'); Alternate directional closure of bike path (from Surf St - South 600') with intermittent traffic control and intermittent pedestrian control - 2 minutes standard 1500-2000 hrs; Camera car with Ultimate arm on bike path, County service road, and sand between the 2 roads; Four 4x4 gators on sand; Generator on sand; Flying cables over bike path and County service road; Wetdown of bike path;

Jurisdiction **Political:** Los Angeles County - Supervisor District 4 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Location Notes NO PARKING, BLOCKING OR STAGING IN HANDICAP SPACES, METERS, ELECTRIC CHARGING STATIONS OR PAY AND DISPLAY MACHINES
MUST CONTACT PCI DIRECTLY RE: PARKING REQUIREMENTS AND ACTIVITIES ON PCI PROPERTY
RESERVATIONS FOR FILMING MUST BE DONE THROUGH FILML.A.

Coordinator Note FILMING NEAR TOWERS 42 & 44
No water activity.
No driving shots on sand.
All vehicles on sand must have plywood beneath.
The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.

Coordinator Note Gators are for equipment transportation only; Gators must be returned to parking lot when not in use

Coordinator Note BASE CAMP AT DEL REY LAGOON
1 park monitor required

Coordinator Note Production may not use County access road as a bike path detour.
County access road is for vehicle use only.

Coordinator Note Company is permitted to remove and replace bollards under the following conditions:
Production will immediately replace yellow bollards after production vehicles have passed through entry point to avoid unauthorized entries.
Production will lock yellow bollards at end of shoot.

Coordinator Note Rider A (no charge) obtains Beaches & Harbors and PO3 approvals; releases location; collects notification, posting, beach park and County road use fees

Parking

Base Camp
Location Type : LA City Park
Street : Del Rey Lagoon Park, 6660 Esplanade Pl (120 spaces)
5/4 1300-2100 hrs

Crew Parking
Location Type : LA County Parking lot
Street : PCI East Lot at 62nd St (16 spaces)

Posting "No Parking" signs B/S Trolleyway St., Surf St - Rees St (CANCELED PER A VALDEZ 4/29; NO POSTING FEE DUE)

Approximate Footage 901 - 1200 **Log Number** 1014116

Date(s) 5/4/2010 to 5/5/2010 **Time(s)** 07:00 to 22:00

Posting "No Parking" signs W/S Esplanade St., Convoy St - North 300'
N/S Convoy St., Esplenade St - Pacific Ave
W/S Pacific Ave., 66th Ave - Culver Blvd

Approximate Footage 1501 - 1800 **Log Number** 1014248

Date(s) 5/4/2010 to 5/5/2010 **Time(s)** 07:00 to 22:00

Posting "No Parking" signs E/S Trolleyway St., Sunridge St - Culver Blvd
E/S Trolleyway St., Surf St - Sunridge St

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Approximate Footage	901 - 1200	**Log Number**	1014249
Date(s)	5/4/2010 to 5/5/2010	**Time(s)**	07:00 to 22:00

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Special Filming Conditions for Los Angeles County Beaches
DOCKWEILER BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These Conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- Filming may not interfere with lifeguard or maintenance activities at any time.
- Filming may not interfere with scheduled beach activities or special events.
- Filming may not block public or emergency access at any time.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines**.** Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date.
- **Lifeguard towers must be indicated on permit.**
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **NO DRIVING SCENES ALLOWED ON SAND.**
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- Sign removal in LA County parking lots is prohibited.
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **All equipment must be 10 feet from bike path**
- **Companies must fly cables over bike path.**
- No catering or craft services allowed on service road or bike path.
- **NO DRIVING ON SERVICE ROAD.**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**
- **Only still photography (less that 15 cast/crew and minimal equipment) will be allowed on grassy knoll at entrance of parking lot.**

NO PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.

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- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- Must not interfere with maintenance litter pick up.
- Company must work around mow schedule for maintenance. Must allow maintenance to mow the grass and move on to the next park.
- OK to park BASE CAMP AT THE DEL REY LAGOON.

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